PROGRAM ID: FBC10520
TIME: 10.39.04
PSC OFFER NUMBER: 49ZM000240I5

PROMOTIONAL SERVICES CENTER
CONSUMER FULFILLMENT SYSTEM
PROMOTIONAL STATUS REPORT

		PO BOX NUMBER	METHOD OF DISTRIBUTION	DISTRIBUTION DATE	EXPIRATION DATE	VOLUME OF RELEASE	ESTIMATED-REDEMPTION PROM GRP	KANKAKEE
PSC OFFER DESCRIPTION:	ALPINE MOUNTAIN DEFENSIVE	24321	DIRECT MAIL	03/01/94	08/01/94	150 M	18000	18000
PPL NUMBER:	94700A							
PRODUCT/BRAND:	ALPINE							
TYPE OFFER:	FREE W/P+H							
DISTRIBUTION AREA:	VOID - KS							
SHIPPED BY:								
POP REQUIREMENTS:	VARIOUS PACK UPC'S & P & H							

STATUS BY P.O. BOX

	PRIOR CUM REQUESTS	PRIOR CUM ITEMS ORDERED	WEEK NUMBER: 2 -- ACTIVITY 04/09/94 -- REQUESTS	WEEK ITEMS ORDERED	CUM TO DATE REQUESTS	CUM TO DATE ITEMS ORDERED	REDEMPTION	ESTIMATED* REQUESTS
P.O. BOX 24321	5,469	10,524	574	1,040	6,043	11,564	7.70%	3,174
TOTALS	5,469	10,524	574	1,040	6,043	11,564	7.70%	3,174

* ESTIMATE REPRESENTS MAIL RECEIVED -- NOT PROCESSED

INVALID REQUESTS

	PRIOR CUM REQUESTS	WEEK ACTIVITY REQUESTS	CUM TO DATE REQUESTS
UNQUAL/INELIGIBLES	16	6	22
DUPS ELIMINATED	302	76	378
TOTALS	318	82	400

ITEM ACTVITY

138024 ALPINE PLAID BLANKET BLUE/GR
POS# 73579

WEEK END DATE	ITEMS ORDERED
PRIOR CUM	2,490
04/09/94	233
TOTAL	2,723

138197 ALPINE CPN ENVELOPE/GREEN
POS# N/A

ITEMS ORDERED
4,032
407
4,439

2041389822

Source: https://www.industrydocuments.ucsf.edu/docs/jjcy0004

ITEM ACTVITY

138241 ALPINE "MOUNTAIN FRESH" MUG
POS# 73583 14 OZ. MUG

WEEK END DATE	ITEMS ORDERED
PRIOR CUM	2,534
04/09/94	250
TOTAL	2,784

138249 COLUMBIAN SUP. 10 OZ. COFFEE
POS# 73580

ITEMS ORDERED
1,267
125
1,392

138288 (SM)L ALPINE PULLOVER
POS #73581

WEEK END DATE	ITEMS ORDERED
PRIOR CUM	1,123
04/09/94	107
TOTAL	1,230

138289 ALPINE (L) SWEATSHIRT
POS #73581

ITEMS ORDERED
1,123
107
1,230

138290 (SM)XL ALPINE PULLOVER

WEEK END DATE	ITEMS ORDERED
PRIOR CUM	1,612
04/09/94	168
TOTAL	1,780

138291 ALPINE (XL) SWEATSHIRT
POS #73582

ITEMS ORDERED
1,612
168
1,780

138292 (SM)ALPINE MUGS/COFFEE

WEEK END DATE	ITEMS ORDERED
PRIOR CUM	1,267
04/09/94	125
TOTAL	1,392

138293 (SM)ALPINE THROW BLANKET

ITEMS ORDERED
2,490
233
2,723

138294 (SM)ALPINE CARTON COUPON

WEEK END DATE	ITEMS ORDERED
PRIOR CUM	4,032
04/09/94	407
TOTAL	4,439

ITEMS ORDERED

20413898Z3

Source: https://www.industrydocuments.ucsf.edu/docs/jjcy0004